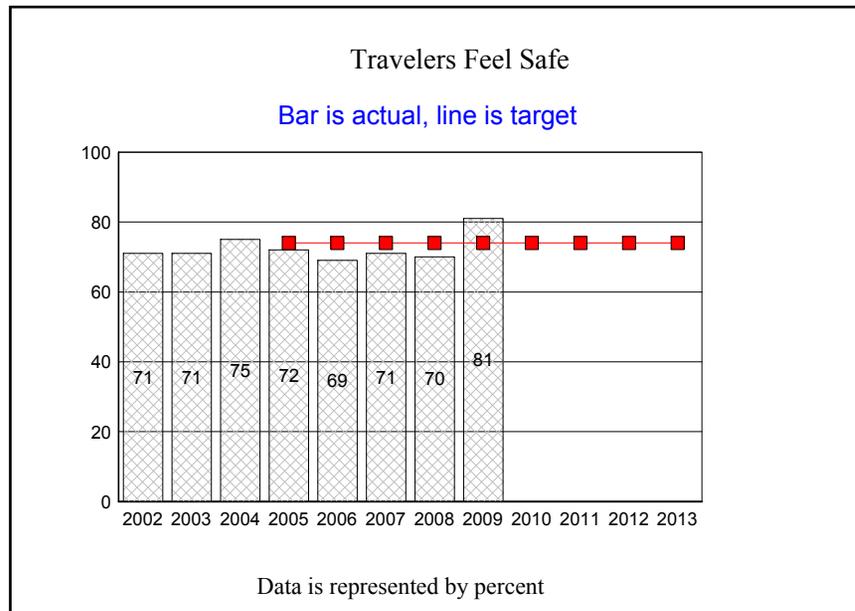


TRANSPORTATION, DEPARTMENT of	II. KEY MEASURE ANALYSIS
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KPM #8	Travelers Feel Safe: Percent of public satisfied with transportation safety.	1998
Goal	ODOT Goal #1 Safety -- Engineer, educate and enforce a safe transportation system	
Oregon Context	Oregon Benchmark #45: Preventable Death	
Data Source	Transportation Safety Division, ODOT, Traffic Safety Attitude Survey, Intercept Research Corporation	
Owner	Transportation Safety Division, ODOT, Troy Costales: 503-986-4192	



1. OUR STRATEGY

ODOT’s current strategies for increasing perception of safety on Oregon’s transportation system fall primarily in two areas: a. Education: Information campaigns educate about safety and department activities that support safety. A more knowledgeable public is likely to feel safer. b. Visible Police Presence: This visibility increases safety and perception of safety through enforcement.

2. ABOUT THE TARGETS

ODOT seeks to influence a greater percentage of the public that perceives the transportation system to be safe so an upward trend is desirable.

3. HOW WE ARE DOING

This measure usually hovers around a reasonable range despite being below the target. but it increased to an all time high of 81% in 2010. The average for the previous six years is 72% so the 2010 result is well above the average of the previous six years, and it is above the target. Although an upward trend is generally desirable, complacency on the part of the traveling public would not be a desirable outcome based on too high a perception of safety.

4. HOW WE COMPARE

Oregonians' perception of safety of the transportation system cannot be compared to other states because this survey is not compiled on a nationwide basis.

5. FACTORS AFFECTING RESULTS

ODOT's Transportation Safety Division coordinates safety activities within ODOT and numerous safety programs exist within other ODOT divisions such as Highway, Motor Vehicle Services and Motor Carrier Transportation. These programs sustain constant efforts, but public awareness campaigns inform Oregonians about department activities to improve safety within the state. Some correlation likely exists between increased awareness of safety activities and perception of safety. A less visible presence of police due to reductions may also be a factor in perceptions of safety as it is certainly a factor in enforcement.

6. WHAT NEEDS TO BE DONE

ODOT will sustain its focus on all aspects of safety as it remains the agency's highest priority. Continued information campaigns will not only increase public awareness of safe choices and behaviors, it also informs them of department activities. Grant monies will also continue to be provided for focused police presence to improve safety. Additional efforts for coordination of safety programs for public transit and rail may also be of benefit.

7. ABOUT THE DATA

Like other surveys participated in by ODOT, the Traffic Safety Attitude Survey represents a “snapshot” in time. This survey is done annually and is conducted using methods that produce statistically valid and reliable results.